

15-4a.
14-6a.
13-17
Withdrawn due to inactivity

LSC Use Only Proposal No: LSC Action-Date:	UWUCC Use Only Proposal No: <u>12-58</u> UWUCC Action-Date: <u>10/10/12</u> Senate Action Date:
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Curriculum Proposal Cover Sheet - University-Wide Undergraduate Curriculum Committee

Contact Person(s) Parimal Bhagat	Email Address bhagat@iup.edu
Proposing Department/Unit Marketing	Phone 7-3315

Check all appropriate lines and complete all information. Use a separate cover sheet for each course proposal and/or program proposal.

1. Course Proposals (check all that apply)

<input type="checkbox"/> New Course	<input type="checkbox"/> Course Prefix Change	<input type="checkbox"/> Course Deletion
<input type="checkbox"/> Course Revision	<input type="checkbox"/> Course Number and/or Title Change	<input type="checkbox"/> Catalog Description Change

Current course prefix, number and full title: _____

Proposed course prefix, number and full title, if changing: _____

2. Liberal Studies Course Designations, as appropriate

This course is also proposed as a Liberal Studies Course (please mark the appropriate categories below)

<input type="checkbox"/> Learning Skills	<input type="checkbox"/> Knowledge Area	<input type="checkbox"/> Global and Multicultural Awareness	<input type="checkbox"/> Writing Across the Curriculum (W Course)
<input type="checkbox"/> Liberal Studies Elective (please mark the designation(s) that applies – must meet at least one)			
<input type="checkbox"/> Global Citizenship	<input type="checkbox"/> Information Literacy	<input type="checkbox"/> Oral Communication	
<input type="checkbox"/> Quantitative Reasoning	<input type="checkbox"/> Scientific Literacy	<input type="checkbox"/> Technological Literacy	

3. Other Designations, as appropriate

<input type="checkbox"/> Honors College Course	<input type="checkbox"/> Other: (e.g. Women's Studies, Pan African)
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4. Program Proposals

<input checked="" type="checkbox"/> Catalog Description Change	<input type="checkbox"/> Program Revision	<input type="checkbox"/> Program Title Change	<input type="checkbox"/> New Track
<input type="checkbox"/> New Degree Program	<input type="checkbox"/> New Minor Program	<input type="checkbox"/> Liberal Studies Requirement Changes	<input type="checkbox"/> Other

Current program name: _____

Proposed program name, if changing: **Dual Baccalaureate in Marketing and Fashion Merchandising**

5. Approvals	Signature	Date
Department Curriculum Committee Chair(s)	<i>[Signature]</i>	10/6/12
Department Chairperson(s)	<i>[Signature]</i>	10/11/12
College Curriculum Committee Chair	<i>[Signature]</i>	10/8/12
College Dean	<i>[Signature]</i>	10/15/12
Director of Liberal Studies (as needed)		
Director of Honors College (as needed)		
Provost (as needed)	<i>[Signature]</i>	10/23/12
Additional signature (with title) as appropriate		
UWUCC Co-Chairs		



Received
OCT 19 2012
Liberal Studies

New Catalog Description:

DUAL BACCALAUREATE PROGRAM IN MARKETING AND FASHION MERCHANDISING

The departments of Marketing and Human Development & Environmental Studies offer a dual baccalaureate program that closely integrates the requirements in the two programs. This program is geared for students who wish to work in the fashion industry and desire a strong marketing background for future career growth. The program requires a minimum of 150 credits. The student will receive two baccalaureate degrees at completion – one from the College of Health & Human Services and second from the Eberly College of Business & IT.

[to be inserted on page 53 of the current catalog before the section “Minor-Marketing”]

Rationale:

The purpose of presenting this option for students in either of the two respective majors or those considering these majors is to give them the knowledge and skills necessary for careers in fashion merchandising and marketing. Careers exist in fashion merchandising that have a pronounced marketing component while careers in marketing include those in the fashion industry. By providing the joint curriculum sheet while advising (see attached), students will ensure they take only those courses that satisfy the requirements of both the majors and may be able to graduate within 150 credit hours necessary for a dual baccalaureate. The requirements for Marketing majors is not being changed.

Fashion Merchandising and Marketing Dual Baccalaureate Course Curriculum

Year	Fall	Credits	Spring	Credits
1	ENGL 101 College Writing*	3	HIST 196/197/198*	3
	CHEM 101 or SCI 105 or SCI 106*	4	CHEM 102 or SCI 106 or SCI 105*	4
	FSMR 180 Intro. to Fashion	3	PSYC 101 General Psychology*	3
	Fine Arts*	3	MATH 105 College Algebra	3
	BTED/COSC/IFMG 101 Micro Computer Lit.	3	FSMR Major Controlled Elec.	3
	TOTAL	16	TOTAL	16
2	FSMR 314 Textiles	3	ECON 122 or 121 Prin. of Micro or Macro-economics*	3
	ECON 121 or 122 Prin. of Macro or Micro-economics*	3	ANTH 110 or 211 or GEOG 104	3
	ENGL 202 Research Writing	3	MATH 214 Probability & Stats:	3
	HPED/FDNT/NURS 143	3	Bus	
	Wellness*		FSMR Major Controlled Elec.	3
	MATH 115 Applied Mathematics for Business	3	ACCT 201 Accounting Prin. I	3
	TOTAL	15	TOTAL	15
3	FSMR 112 Fund of Clothing Const.	3	FSMR 380 Applications in Apparel	3
	FSMR 280 Introduction to Apparel Buying **	3	Buying***	
	BLAW 235 Legal Environmental of Business	3	FSMR 385 Ready-to-Wear***	3
	ENGL 121 Humanities Literature	3	BTST 321 "W" Business and Interpersonal Communications	3
	ACCT 202 Accounting Prin. II.	3	MGMT 310 Principles of Management	3
	TOTAL	15	MKTG 320 Prin. of Mktg.	3
			TOTAL	15
4	FSMR 456 Historic Costume**	3	FSMR 434 Quality Control in Textiles "W"	3
	QBUS 215 Business Statistics	3	FSMR 480 Sem. in Fashion Merch.	3
	MKTG 321 Consumer Behavior	3	MKTG 421 Marketing Research	3
	FIN 310 Fundamentals of Finance	3	MKTG 430 International Marketing	3
	PHIL/RLST Phil. and Religious	3	IFMG 300 Information Systems: Theory and Practice	3
	TOTAL	15	TOTAL	15

Year	Fall	Credits	Spring	Credits
5	MKTG 435 Prof. Selling & Sales Mgmt.	3	MKTG 431 Business-to-Bus. Mktg.	3
	MGMT 330 Production and Operations Management	3	MKTG 450 Marketing Strategy	3
	MKTG 456 Retail Management	3	MGMT 495 Business Policy	3
	Marketing Elective****	3	Marketing/FSMR Major Controlled	3
	Marketing/FSMR Major Controlled Elective****	3	Elective*****	
			Free Elective	1
			TOTAL	
	TOTAL	15		13

*Best to take when suggested

** Only offered in Fall

*** Only offered in Spring

***** Marketing Controlled Electives: Three courses from the following: MGMT/MKTG 350, 432, 433, 434, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 481, 482, 493; **a maximum of two (6cr) advanced-level non-MKTG prefix courses from complementary areas (such as FSMR, ACCT, COMM, ECON, GEOG, JRNL, IFMG, MATH, MGMT, PSYC, etc.)** where the student is seeking a Minor, Double Major, or pursuing a career interest in another discipline may be substituted for Marketing Electives with prior Advisor's or Chair's documented permission.

“W” Writing Intensive

Parimal Bhagat

From: Fredalene B Bowers [fbowers@iup.edu]
Sent: Sunday, September 30, 2012 7:21 PM
To: bhagat@iup.edu
Cc: eun.hwang@iup.edu; Mary Swinker; bobcamp@iup.edu
Subject: Support for dual Baccalaureate Degree FSMR & Marketing

Dr. Bhagat,

I am very pleased to support the dual baccalaureate degree in Marketing and Fashion Merchandising. This dual degree will increase our students knowledge and experience in marketing and hopefully lead to additional career opportunities.

Thank you for the time and extra effort you put into this collaborative project.

Fredalene Barletta Bowers, Ph.D.

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